
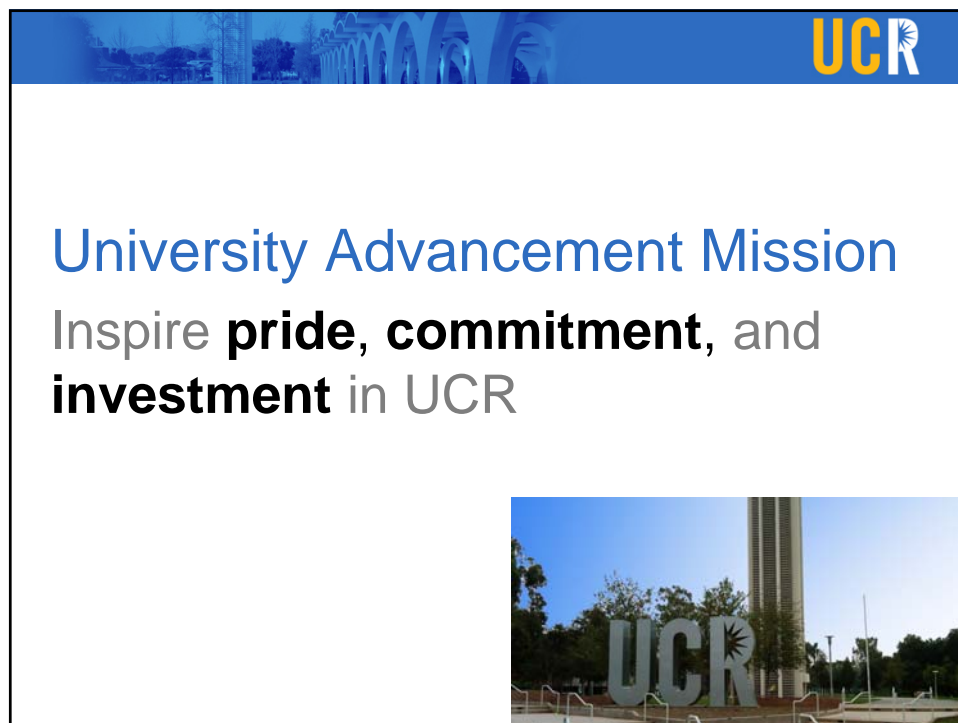


UCR




Campaign Update
February 23, 2016
Peter Hayashida

UNIVERSITY OF CALIFORNIA, RIVERSIDE



UCR


University Advancement Mission
Inspire **pride, commitment,** and
investment in UCR





UCR 2020 Advancement Priorities

- › Build a sustainable **culture of philanthropy**
- › Heighten UCR's **national profile**
- › Plan and execute a comprehensive **fundraising campaign**


What Is A Campaign

- › Coordinated fundraising effort designed to increase annual private support that has:
 - › time constraints
 - › specific goals, including amount raised
 - › defined theme and priorities
- › All private support during the campaign counts toward the goal, *whether or not it was designated as a priority*
- › Types:
 - › Comprehensive/Capital/Endowment/Special



The Campaign for UC Riverside

- ▶ Timeframe: 2011 – 2020, to coincide with *UCR 2020*
 - ▶ “Quiet phase” began July 1, 2011
 - ▶ “Public launch” will take place in October 2016
 - ▶ 40-50% of goal raised
- ▶ Progress: \$138 million raised as of 2/15/2016
- ▶ Theme: Living the Promise
- ▶ Priorities: faculty, students infrastructure



THE CAMPAIGN for UC RIVERSIDE



The Campaign for UC Riverside

- ▶ Outside consultant provided objective analysis to inform goal setting
 - ▶ Capacity Analysis (2012)
 - ▶ Investment needed
 - ▶ Feasibility Study (2013)
 - ▶ Goal will be finalized by summer 2016
- ▶ Leadership roles
 - ▶ Goals and priorities
 - ▶ Alignment with *UCR 2020* and unit strategic plans
 - ▶ Differentiating priorities from opportunities

